



The Australian Made Campaign

28 March 2017

Merino and Jumbuck's quest to reignite Aussie manufacturing

John Kallitsas is passionate about reigniting Australia's manufacturing industry and he's leading by example with Merino & Jumbuck, a company that is proud to manufacture quality Australian merino wool products.

All Merino and Jumbuck products are designed, knitted, cut and sewn at the company's manufacturing facility in Brunswick East, Melbourne.



Merino & Jumbuck's ThermoFleece® range consists of both pure wool and wool-rich blend classic garments such as long johns, t-shirts, camisoles and tops, to name a few. This range is perfect for those seeking comfort and utility combined with the myriad of benefits that Australian merino wool has to offer.

MerinoSkins® is a range of relaxation apparel consisting of 'contemporary classic' designs that merge Australian wool with urban chic. This range is further refined, softer and more versatile - suitable for use as outerwear and as undergarments.

Both ranges carry the famous green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo.

"We believe using the logo helps to show our support for the local manufacturing industry and the wider Australian economy," says Mr Kallitsas.

"It also means our quality products are associated with the beloved country they originate from."

There's no doubt customers are embracing Merino and Jumbuck because they share the same beliefs and appreciation for locally made and grown products.

"With the large number of imports in our industry it's paramount for consumers to continue to buy Australian Made as it supports industries which are a critical component of our economy," Mr Kallitsas says.

"We are a growing business and we haven't lost sight of the fact that sourcing locally and manufacturing in Australia keeps people in jobs and means reinvestment in the local economy and community."

Merino and Jumbuck's community ties are strengthened through a new partnership with RMIT University, where the company will be used as a case study in the Masters of Marketing program. Merino and Jumbuck are also in talks with Melbourne Polytechnic and La Trobe University to receive student interns to help in all processes of the business.

As a member of the NORTH Link Network, Merino and Jumbuck promotes employment opportunities for the North and provides opportunities for those who are experiencing difficulty finding a job.





The Australian Made Campaign

“We’re helping to secure a future for Australia’s manufacturing industry,” Mr Kallitsas says.

“We’re leaving a legacy, which was significant when I decided to invest in local manufacturing and transform this great natural fibre into what it truly can be; soft, silky and versatile.”

“What’s more natural than taking an Australian company with a proud history and helping it reach its full potential?”

--ENDS--

MEDIA CONTACT

Jo Macarthur, Media and Communications Officer

P: +61 3 9686 1500 / +61 433 132 966

E: jo@australianmade.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo’s use also require that it must always be used with one of five descriptors; ‘Australian Made’, ‘Australian Grown’, ‘Product of Australia’, ‘Australian Seafood’ or ‘Australian’ (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

Free ph: 1800 350 520

www.australianmade.com.au